



KENCREST NEW BUSINESS IDEA LETTER OF INTENT (LOI)

PURPOSE:

LOIs will be considered for new business development, service delivery approaches, or innovative technology aligned with the KenCrest Mission and Strategic Plan guiding themes.

The KenCrest New Business Idea Program will support business ideas that help create growth opportunities in collaboration with KenCrest and/or improve social enterprise programs that focus on individuals with developmental disabilities or early childhood education.

KenCrest Mission: KenCrest supports community development by exploring possibilities, mobilizing resources, and empowering dreams.

KenCrest Strategic Plan four guiding themes:

Social Responsibility: Achievement by the individual and the families we support is the key to the quality of their lives and the elimination of waiting lists for services

Innovation: We will continue to pursue innovation to maximize skills, overcome barriers, and support achievement, extending innovations into system reforms to create a sustainable platform for service delivery.

Economic Accountability: Regardless of the payer, we will strive to deliver value for those dollars, matching the right service with the right cost for the best outcome.

Strategic Growth: We will grow in a manner keeping with our intention to support achievement, accountability, and innovation

ELIGIBLE APPLICANTS: KenCrest staff, board, individuals and families we serve, selected stakeholders in the field

PROJECT SPONSORS (INTERNAL APPLICANTS ONLY): You will be required to provide a Name and designation (Executive Director, VP and above) of the idea/project sponsor. The Sponsor

will support the applicant by providing internal resources, coach the applicant as well as in ensuring that the business plan is aligned to KenCrest’s Strategic Plan

EVALUATION CRITERIA FOR NEW BUSINESS, SERVICE DELIVERY, OR TECHNOLOGY:

- **Meets KenCrest Mission (CRITICAL CRITERIA)**
- **Adheres to KenCrest Strategic vision (CRITICAL CRITERIA)**
- Provide opportunity for community engagement – more interaction, health benefits or increased independence for individuals we serve
- Enhance skills and core competencies of consumers or staff
- Improve effectiveness and efficiency of KenCrest service delivery or response times
- Offer commercial viability and scalability – steady income and increased market coverage; opportunity for expansion
- Number of people impacted (Good image expanded)
- Better perception in heart of community (Positive brand impact)
- Leveraging other Funders - Project has applied or intends to apply for other funds for the project.

WHAT WILL NOT BE CONSIDERED: Subsidies for deficits in program operations; existing program operating expenses; direct support of individuals

DEADLINE:

Letter of Intent remains opens: Monday, July 3, 2023 through May 10, 2024
 (Grantee can submit at any time during this window)

Cut off Windows	PHASE 1 Letter of Intent* due	Conditional Award Notification	PHASE 2 Business Plan Submission	Approval by the KCC Board of Final Awards
First Window	Friday, Sep 29, 2023	Friday, Nov 10, 2023	Friday, Jan 5, 2024	Feb 2024 (TBD)
Second Window	Friday, Jan 12, 2024	Friday, March 1, 2024	Friday, May 10, 2024	June 2024 (TBD)
Third Window	Friday, May 10, 2024	Friday, June 28, 2024	Friday, Sep 13, 2024	Oct 2024 (TBD)

GRANT AMOUNT RANGE: \$0 to \$500,000

NUMBER OF GRANTS DISTRIBUTED: To be determined by KenCrest Business Development Committee

Note:

1] Conditional approval of LOI does not guarantee funding. Funding is subject to submission and approval of Full Business Plan. Funds will be distributed upon execution of Grant Agreement

2] Technical Assistance for Business Plan (Internal Applicants Only) – Once the LOI is approved, applicant can reach out or submit a request to the Fiscal teams for budget support and optionally to the Grant writing team for developing business plan. Assistance is subject to availability and supervisor discretion.